

## **Agenda**

**Moab Area Travel Council  
Advisory Board Meeting  
March 8, 2016  
3:00pm  
Grand County Council Chambers  
125 E Center Street**

- 1. Meeting Called to Order**
- 2. Approval of Minutes**
- 3. Public Q & A**
- 4. Discussion and Action Items**
  - a. Special Event Advertising Grant**
    - i. Dead Horse Ultra, Justin Ricks**
    - ii. Salsa Bachata Festival, Aurita Maldonado**
  - b. Rachel Paxman, Board Attendance**
  - c. International Film Festival Advertising Grant for 2016**
- 5. Committee Reports**
  - a. Marketing**
    - i. Throttle down in town yard signs & posters, 5 x 9 cards in businesses**
    - ii. RFP's for website, travel planner and ad agency**
    - iii. Airport sign as people are leaving town**
  - b. Airport**
  - c. Chamber of Commerce**
  - d. County Council**
  - e. City Council**
- 6. Board Member Comments**
- 7. Future agenda items**
  - a. Next board meeting will be held on April 12, 2016**
  - b. Guest Speaker**
- 8. Adjourn**

**Note: In accordance with ADA requirements, those needing assistance or, accommodations, need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.**

## Special Event Advertising Grant Proposal

### General Information:

Name of Event:

Name of event organization or sponsoring organization:

Person responsible for the event and/or Contact Person:

Mailing Address:

City, State, Zip:

Telephone:       Cellphone:

Email:

Event Website:

Event Dates and Times:

Event Location:

1. Grant amount requested \$10000

2. What specific advertising will the granted funds be used for?  
**This information will be required in your final report as well as copies of all ads with the Moab Area Travel Council logo and invoice.**

TC Approved

|                          | Advertising           | Amount  |
|--------------------------|-----------------------|---------|
| <input type="checkbox"/> | Email Blasts          | \$2,000 |
| <input type="checkbox"/> | Facebook              | \$2,000 |
| <input type="checkbox"/> | iRunFar               | \$2,000 |
| <input type="checkbox"/> | Trail Runner Magazine | \$2,000 |
| <input type="checkbox"/> | UltraRunning Magazine | \$2,000 |
| <input type="checkbox"/> |                       |         |

|                          |              |          |
|--------------------------|--------------|----------|
| <input type="checkbox"/> |              |          |
|                          | <b>Total</b> | \$10,000 |

3. Budget Breakdown (you can provide your own budget but it must include these items):

a. Expenses:

|   |  |          |
|---|--|----------|
| 1. Facility   |  | \$5,000  |
| 2. Talent, Advisor, Speaker, etc.                   |  |          |
| 3. Administration (total of 3 a. and 3 b.)          |  |          |
| a. Salaries/Benefits                                |  |          |
| b. Office expense                                   |  |          |
| 4. Awards/Prizes                                    |  | \$500    |
| 5. Permits  |  | \$3,000  |
| 6. Marketing/Advertising                            |  | \$10,000 |
| 7. Postage  |  | \$200    |
| 8. Capital Investments                              |  |          |
| 9. Other-total all, explain (provide an attachment) |  |          |
| 10. Total Expense                                   |  | \$18,700 |

b. Revenue:

|          |
|----------|
| \$22,000 |
|----------|

1. Entry Fees

2. Additional revenue, explain (provide attachment)

|  |
|--|
|  |
|--|

3. Total Revenue

|          |
|----------|
| \$22,000 |
|----------|

4. Please include with your application the following:

a. Planning calendar (ad placement, poster printing, etc.)

b. Letters of Financial Commitment

c. Your completed free event listing page found at [www.discovermoab.com/calendar.htm](http://www.discovermoab.com/calendar.htm) will be required with your signed contract and 1<sup>st</sup> invoice.

5. Event:

a. Event description:

A 50k and 30k footrace starting and finishing at Gemini Bridges. The race features the Mag 7 trails.

b. Event and Financial Goals (include target participants and goals):

We're estimating that the race will bring in 200 runners the first year. Within 3 to 5 years, we're guessing the event will grow to between 600 to 1000 runners. We host Behind the Rocks Ultra, in the spring, and the event has grown from 60 runners the first year to 225 the second year. We are currently on pace to have over 400 runners at the 2016 event. We only started directing races under Mad Moose Events in 2015 and we've already seen a big growth in our customer base. In 2016 and 2017, we'll be hosting the USATF 30k Trail Championships at one of our Colorado Springs events. We now have nine events, with six in Colorado Springs, two in Moab and one in Montrose. We find that 70% of our runners come from Colorado, so we are hosting races within the customer market area. We expect to make a profit the first year we hold the event. We've never lost money on a first year event.

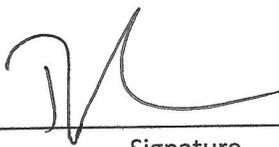
- c. Tell us the means of measurement you will use to gauge the success of your event/goals:

We'll measure our success on the number of runners who register for the event. We'll compare this to our other events, but we expect this event to grow faster than most.

| Visitation Statistics  | New Event   | Existing Event<br>Prior Year | Existing Event<br>Current Year |
|--|-------------|------------------------------|--------------------------------|
| Estimated number of Participants?  | 200         |                              |                                |
| Estimated number of additional people in participants party?               | 50          |                              |                                |
| Estimated number of participants that will stay in lodging?                | 150         |                              |                                |
| Estimated number of participants that will stay in commercial campgrounds? | 50          |                              |                                |
| Estimated number of participants that will eat in restaurants?             | 175         |                              |                                |
| Percent of local participants vs. visitor participants?                    | 99% visitor |                              |                                |
| Number of visitor's first visit to Moab?                                   | 100         |                              |                                |
| Estimated spending per person for this trip?                               | \$300-500   |                              |                                |

Additional questions will be required for your final report. What state are the participants from and How did you hear about this event? Radio, Television, Print Ad, Friend, Website, Flyer or Poster. These questions will be required as an attachment and in addition to the questions above for your final report.

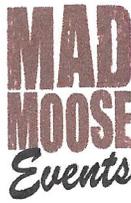
**You must provide 10 copies of your proposal in order to be considered for Special Event Advertising Grant Funding.**

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line and a small flourish.

Signature

A handwritten date in black ink, written as '2/23/16'.

Date



Mad Moose Events  
Justin and Denise Ricks  
Colorado Springs Colorado  
719-429-9501  
jtruns@yahoo.com

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To Whom it May Concern

As per the requirements for the requirement of the advertising grant, this letter is to certify that Mad Moose Events is financially committed to hosting Dead Horse Ultra, in 2016. We currently have the necessary funds and equipment to host the event. We guarantee that the event will take place on November 19, 2016.

Sincerely,

A handwritten signature in black ink, appearing to be the initials "JR" followed by a long horizontal stroke.

Justin Ricks  
Mad Moose Events  
Owner/Race Director  
719-429-9501  
jtruns@yahoo.com

#### Email Blasts

We'll be using a variety of websites and running magazines throughout the country. The emails will be sent out starting in May and ending in October. Each email blast will vary in cost depending on the targeted market. We'll be able to send out 15 to 20 emails, which will reach over 20,000 runners, on average, per email.

#### Facebook

The ads will start in April, and will run through the end of October. We'll have a total of eight ads with a budget of \$250 per ad. The ads will each last four weeks in length.

#### iRunFar

We'll have a banner on the website that will start in May, and run until the end of October. There will also be two entry giveaways, one in June, and another in September.

#### Trail Runner Magazine

We'll be doing a combination of email blasts, digital ads, and racing listings. Advertising will start in May, and end in October.

#### UltraRunning Magazine

We'll be doing a combination of email blasts, digital ads, and racing listings. Advertising will start in May, and end in October

Aurita Maldonado  
PO Box 564  
Moab, Utah 84532

02/29/2016

Dear Moab Area Travel Council Members:

Dance Moab is pleased to present this proposal for your review. We are excited to work with you to create a truly unique experience for the Latin dance community by offering workshops, social dancing, relaxation, and adventures over our second three-day three-night dance festival that doubles as a "retreat" for both civilians and veterans alike over Veterans' Day Weekend, November 11-13, 2016.

This festival is based on the already successful example of the Grand Canyon Latin Dance Festival held annually in September with a twist. Our festival incorporates positivity, equality, and connection as a main focus, and this year we are bringing military veterans as performers and instructors. The adventure and connection aspect makes it a one-in-a-kind festival. We will target roughly 30 performance teams, and will offer over 40 workshops for beginner-to-advanced dancers. We expect over 462 participants to come to expand their Latin dance base a complete 100% increase on participants, 400 of which we expect to be from outside Grand County. Last year's festival yielded 231 participants. Each participant brought an average of one person for the weekend. Over 460 people came to Moab that weekend as a result of the festival, and to date we've received over three million views on YouTube after the event.

We are requesting \$13,632 in funding to assist with promotion outside of Grand County. There are paid promoters in six different cities who will be employed to actively promote our event to their dance and military population. We will be purchasing advertisement in seven different Latin dance festivals that cater to the demographic of our festival. We plan to promote the unique attractions of Moab's activities by offering dance adventures and by bringing professional dancers to perform and instruct. Local companies and artists will have the opportunity to vend at the festival Friday and Saturday.

We appreciate the Moab Area Travel Council taking an interest in enhancing the Moab social dance scene, which does not hibernate, while offering an unparalleled experience for the Latin dance community. You may call 831-917-8639 if you require any further information.

Sincerely,



Aurita Maldonado  
Moab Salsa Bachata Festival Organizer  
[DanceMoab@Gmail.com](mailto:DanceMoab@Gmail.com)  
P.O. Box 564  
Moab, UT 84532

13. Funding is contingent upon available monies, and the process is competitive. There is no guarantee that funding, if granted, will be available in subsequent years. Even though a project may qualify, limited funds may not allow all projects to receive funding. Any and all decisions regarding awarding funds are at the discretion of the Travel Council Advisory Board and are final at the time of award.

14. The funds cannot be used to promote private business. This does not include indirect benefit as a by-product of the activity. A clear distinction between the event applicants and any single business must be articulated.

15. A complete and detailed final report, including summary of expenditures, estimated attendance, completed surveys, and financial impact will be required within sixty (60) days after the completion of the event. If the project is long term, a schedule will be determined by the board as to the frequency of periodic reports. The event applicant may be asked to appear before the Board if questions arise. Upon completion of the event a final report form can be found at [www.grandcountyutah.net/travel.htm](http://www.grandcountyutah.net/travel.htm)

16. Proposals are to be submitted to the office of the Moab Area Travel Council.

17. **QUESTIONS?** Please contact:

Marian DeLay, Executive Director  
Callie Tranter, Administrative Assistant  
84 North 100 East  
PO Box 550  
Moab, UT 84532  
435-259-1370

18. **ADDRESS GRANT PROPOSALS TO:**

Moab Area Travel Council  
P.O. Box 550  
Moab, UT 84532

Please write "Special Event Advertising Grant Proposal" on envelope.

|                          |  |                 |
|--------------------------|--|-----------------|
| <input type="checkbox"/> | Paid Promo Phoenix                       | 400             |
| <input type="checkbox"/> | Posters                                  | 150             |
| <input type="checkbox"/> | Banners                                  | 550             |
| <input type="checkbox"/> | Postcards                                | 550             |
| <input type="checkbox"/> | Facebook.com                             | 300             |
| <input type="checkbox"/> | Advertising w/ Dance festivals inc booth |                 |
| <input type="checkbox"/> | June 1-19 Arizona Dance Addiction Tempe  | 750             |
| <input type="checkbox"/> | Sep 1-4 San Diego SBK Festival           | 800             |
| <input type="checkbox"/> | sep 8-11 grand canyon salsa festival     | 1000            |
| <input type="checkbox"/> | 16-18 Sep New Mexico Salsa Congress      | 750             |
| <input type="checkbox"/> | 7-9 Oct Denver Salsa Congress            | 1000            |
| <input type="checkbox"/> | 14-17 Oct Tucson Salsa Bachata Festival  | 1000            |
| <input type="checkbox"/> | 21-22 October Salsaween SLC              | 250             |
| <input type="checkbox"/> | Radio                                    |                 |
| <input type="checkbox"/> | Canyon                                   | 200             |
| <input type="checkbox"/> | KGJX                                     | 200             |
| <input type="checkbox"/> | JUAN                                     | 200             |
| <input type="checkbox"/> | <b>Total</b>                             | <b>\$14,665</b> |

Budget Breakdown (you can provide your own budget but it must include these items):

a. Expenses:

|  |                                  |                                   |
|--|----------------------------------|-----------------------------------|
| 1. Facility                                |                                  | <input type="text" value="500"/>  |
| 2. Talent, DJ, Speaker, etc.               |                                  | <input type="text" value="1000"/> |
| 3. Administration (total of 3 a. and 3 b.) |                                  | <input type="text" value="380"/>  |
| a. Salaries/Benefits                       | <input type="text" value="0"/>   |                                   |
| b. Office expense                          | <input type="text" value="380"/> |                                   |
| 4. Awards/Prizes                           |                                  | <input type="text" value="0"/>    |

Moab Salsa Bachata Festival: Bailando With A View will target the national veteran Latin dance community and the veteran and civilian social dancers closer to Grand County. Members of this community are typically 20-55 years old, financially stable, and are strongly dedicated to participating in dance festivals (congresses). A significant portion of this community is comprised of professional dancers or dance teams that compete nationally.

We aim to attract 500-600 participants for our second event Veterans' Day Weekend. We estimate that 400-500 of these participants will come from outside of Grand County. Participants generally bring at least one family member along who does not take part in the festival.

Success will be measured by the number of Festival tickets sold, veteran passes given away, information gathered by surveys, and performance entries.

Survey information allows us to gauge how many participants stay in lodging, ate in restaurants, participated in other activities, and how effecting our advertising was.

| Visitation Statistics  | New Event                | Existing Event<br>Prior Year | Existing Event<br>Current Year                 |
|--|--------------------------|------------------------------|--|
| Estimated number of Participants?  | 231                      |                              | 462  |
| Estimated number of additional people in participant's party?              | 1<br>(225)<br>additional |                              | 1<br>(450) additional                          |
| Estimated number of participants that will stay in lodging?                | 180                      |                              | 404<br>Host Hotel is<br>\$120 less for<br>wknd |
| Estimated number of participants that will stay in commercial campgrounds? | 0                        |                              | 0  |
| Estimated number of participants that                                      | 175                      |                              | 351  |

# Moab Sala Bachata Festival, Bailando With a View Proposed 2016 Budget

7/13/2015

| Ordinary Income/Expense                                | 2015                |
|--|---------------------|
| <b>Income</b>  |                     |
| Direct Public Support                                  |                     |
| Grants Awarded   |                     |
| MATC   | \$ 13,808.00        |
| Moab Arts Council                                      | \$ 1,000.00         |
| Total Grants Awarded                                   | \$ 14,808.00        |
| Individual, Business Contributions                     |                     |
| Sponsors-cash donations from businesses                | \$ 3,000.00         |
| In-kind Business Contributions                         | \$ 8,700.00         |
| Individuals  | \$ 6,000.00         |
| Vendors  | \$ 1,000.00         |
| Total Individual, Business Contributions (n/i in-kind) | <u>\$ 10,000.00</u> |
| Total Direct Support                                   | \$ 24,808.00        |
| Program Income   |                     |
| tshirt sales   | \$ 600.00           |
| Ticket Sales   | <u>\$ 13,650.00</u> |
| Total Program Income                                   | <u>\$ 14,250.00</u> |
| Total Income   | \$ 39,058.00        |
| (n/i in-kind)  |                     |
| <b>Expense</b>   |                     |
| Facilities and Equipment                               | \$ 500.00           |
| Audio Visual Equipment                                 | \$ 500.00           |
| Total Facilities and Equipment                         |                     |
| Operations   |                     |
| Advertising  | \$15,590            |
| Outside Grand County                                   | \$14,665            |
| Inside Grand County                                    | \$925               |
| Promotion Travel                                       | \$ 1,905.00         |
| DJ/Band  | \$ 1,000.00         |
| Check Orders   | \$ 30.00            |
| Talent Lodging   | \$ 828.00           |
| Talent travel  | \$ 4,000.00         |
| Merchandise  | \$ 600.00           |
| Special event permit                                   | \$ 130.00           |
| Petty Cash   | \$ 40.00            |
| Postage, Mailing Services                              | \$ 600.00           |
| Printing and Copying                                   | \$ 200.00           |
| Program  | \$ 600.00           |
| Liquor License   | \$ 1,125.00         |
| Supplies   | \$ 150.00           |
| PayPal Fees  | <u>\$ 819.00</u>    |
| Total Operations                                       | \$ 27,617.00        |
| Insurance  | <u>\$ 1,462.64</u>  |
|  | \$ 1,462.64         |

Total Other Types of Expenses  
Total Expense

\$ 29,579.64

Net Ordinary Income

\$ 9,478.36

Net Income

\$ 9,478.36

## Outside Grand County Advertising Budget

\*All advertising will include MATC logo or radio mention

**Paid Promo BachataFusion**      \$      3,500.00

Jorge Elizondo Lead  
promotion China, Dallas,  
Chicago, Orlando, New Jersey,  
Taiwan, Korea

**Paid Promo Denver**              \$              800.00

Lucas Prat, DJ Nelson, DJ  
Noslen - Weekly mentions,  
over 3,000 dancers

**Paid Promo San Diego**          \$              415.00

Frankie Amparo - Mexico, San  
Diego, Washington, Seattle,  
Arizona, New Mexico, Chicago

**Paid Promo Orlando**            \$              400.00

Jose Malave - DJ Suave Beats -  
Miami, New York, New Jersey,  
Atlanta, North Carolina,  
Aventura Cruise, Tucson Salsa  
Festival

**Paid Promo LA**                    \$              1,000.00

Rhythmic Fusion Dance  
Company - Mike Zuniga &  
Valerie Olivias Orange County,  
San Francisco, Chicago, Reno,  
Seattle, San Diego

**Paid Promo SLC**                  \$              300.00

DF Dance Studio - Maria  
Ivanova Dancer base 2000,  
weekly promotion beginning  
September

**Paid promo Phoenix**            \$              400.00

PhoenixBachata.com Brandon  
Odom - 6000 dancer base  
weekly promotion at bachata  
addiction September -  
November

festivalsero.com - March 15  
until November 13th              \$              150.00

## Moab Salsa Bachata Festival:

### Bailando With A View 2016 Timeline

#### January

- ✓ Design Festival Logo
- ✓ Begin negotiations with visiting Teams for fundraisers (Orisha Dancers SLC: Feb, Mar, Lola Monet: Mar, Emily Bashash –belly dancing, Melissa Aguirre – flamenco, Yeximar Clark – Kizomba-April, Flagstaff Latin Dance Collective – Zouk May, Suave Dance Co – sensual bachata June, Casa de Baile Travelling Dance Studio: Denver, DF Dance Studio SLC September).
- ✓ Update Website
- ✓ Update social media page
- ✓ Secure location – Moab Valley Inn
- ✓ Begin promotion via social media – Changed site to more recognizable name for English Speakers.
- ✓ Begin partnership with Soldiers Who Salsa – Jen Ables

#### February

- ✓ Begin Artist offers – Salsa Bachata, Kizomba veterans, performers, instructors
  - ✓ 5 veteran instructors currently, 7 veteran performers, 1 veteran dance photographer, Soldiers Who Salsa Performance Team (10 Disabled veteran performers), and 10 veteran participants have registered.
- ✓ Begin sponsor search
  - ✓ Restaurants Paradox Pizza, Zax, Sabaku
- ✓ Create proposed budget
- ✓ Raise Ticket prices from 60-65
- ✓ First Visiting team promotes in person – Orisha Feb 13
- ✓ Begin negotiations with SLC & Denver Dance teams (Ballroom Utah, Sway, Utah Salsa)
- ✓ Begin festival poster
- ✓ Donate free passes to multiple causes (Chocolate lovers, Samba Queen SLC, Youth Garden Project online Auction, Trashion Show)
- ✓ Finalize MATC grant application
- ✓ Finalize pricing scheme

#### March

- Begin underwriting negotiations for local radio stations
- Contact regional festivals regarding program ads and vendor booths (listed in Budget & Grant)
- Begin donations search in downtown Moab
- Trips to Grand Junction every Thursday evening to promote bachata and pass out flyers
- Begin design: ads for newspapers

- Introduce artists on social media
- Continue Collecting Sponsors (Adventure – Sherri Griffith, Moab Tour Company) – Veteran Tour
- Distribute vendor Applications to local small businesses

#### June

- 2 Artists come to Moab to Promote/gain footage Suave Dance Company, San Diego June 9-12
- Promotion in AZ – Salsa Fest 17-19
- Begin Media Outreach for publicity of festival Giveaway on Juan radio
- Update website
- Raise ticket prices \$85-95
- Continue communication with grassroots teams
- Continue collecting sponsors/donations

#### July

- Begin festival program design
- Raise prices from \$95-100
- Contact regional festivals regarding program ads and vendor booths
- Continue communication with promoters
- Finalize ads for newspaper and internet
- Continue collecting vendors

#### Aug

- Radio underwriting campaign begins (Aug-Nov)
- Continue collecting sponsors
- Continue communication with promoters
- Develop spec list of artist stage and workshop set-up requirements
- Order postcards
- Raise prices from \$100 - 115
- Promote at Boise Salsa Congress
- Distribute vendor applications
- Negotiate workshops with instructors
- Gather info regarding artist travel, anticipated arrival dates.

#### Sep

- Create festival banners/signs
- Promote at Grand Canyon, San Diego, New Mexico Salsa Festivals
- Secure sound management
- Finalize insurance policy/liquor license
- Finalize t-shirt designs and send to printer
- Raise ticket prices from \$115-\$125
- 3 Bundles of 3 Passes for \$300 campaign

Letter of Financial Commitment for Matching Funds

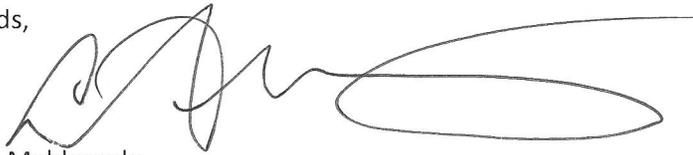
Aurita Maldonado  
PO Box 564  
Moab, Utah 84532

03/29/2016

Dear Moab Area Travel Council Members:

I, Aurita Maldonado, agree to provide matching funds in the amount of \$13,632 towards the production of the 2016 Moab Salsa Bachata Festival: Bailando With A View, either from my personal funds or from the receipts received by the Moab Salsa Bachata Festival: Bailando with A View towards the production of the Festival. Thank you for taking the time to consider our application.

Regards,

A handwritten signature in black ink, appearing to be 'Aurita Maldonado', written in a cursive style.

Aurita Maldonado  
Moab Salsa Bachata Festival:  
Bailando With A View